

What Is Claimed Is:

1. A method for using an interactive television application for allowing a user to navigate among content displayed on a display comprising:

partitioning the display into multiple cells;

associating the multiple cells of the display with entities;

grouping the cells into groups based on the cells' associated entities; and

allowing the user to navigate between the groups on the display.

2. The method of claim 1, wherein the allowing the user to navigate comprises:

displaying a highlight on the display wherein the highlight surrounds one of the groups; and

allowing the user to move the highlight from the group that is surrounded by the highlight to one of the other groups.

3. The method of claim 1, further comprising:

displaying at least one group highlight wherein the group highlights surround at least one of the groups; and

displaying a navigation highlight, wherein the navigation highlight is different in appearance from any of the group highlights, and wherein the navigation highlight surrounds one of the groups to indicate that the user has navigated to the group the navigation highlight surrounds.

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4. The method of claim 1, wherein the grouping the cells comprises arranging the cells into clusters of cells.

5. The method of claim 4, wherein the cluster of cells is arranged in a grid.

6. The method of claim 1, further comprising:

displaying at least one brand mark in at least one of the cells, wherein the brand mark displayed in a particular cell is related to the entity with which the particular cell is associated; and allowing the user to navigate among the cells.

7. The method of claim 6, wherein the allowing the user to navigate among the cells comprises:

displaying a highlight on the display, wherein the highlight surrounds one of the cells; and allowing the user to move the highlight from the cell that is surrounded by the highlight to one of the other cells in the group with which the cell that is surrounded by the highlight is grouped.

8. The method of claim 6, further comprising displaying content in the particular cell other than the brand mark when the user navigates to the particular cell.

9. The method of claim 1, further comprising displaying an indicator that indicates the

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existence of at least one entity not associated with any of the cells.

10. The method of claim 1, further comprising allowing the associations between the entities and the cells to change.

11. The method of claim 10, further comprising allowing the associations between the entities and the cells to change based on the user's actions.

12. A method for using an interactive television application for allowing a user to navigate among content displayed on a display comprising:  
partitioning the display into multiple cells;  
associating the multiple cells with entities;  
allowing a user to navigate among the cells;  
displaying at least one brand mark in the cells, wherein the brand mark displayed in a particular cell is related to the entity with which the particular cell is associated; and  
displaying content other than the brand mark in a cell to which the user navigates.

13. The method of claim 12, wherein the allowing the user to navigate among the cells comprises:

displaying a highlight on the display, wherein the highlight surrounds one of the cells; and

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moving the highlight to the cell to which the user navigates.

14. The method of claim 13, wherein the appearance of the highlight depends on the entity with which the cell the highlight surrounds is associated.

15. The method of claim 12, further comprising displaying an indicator that indicates the existence of at least one entity not associated with any of the cells.

16. The method of claim 12, further comprising allowing the associations between the entities and the cells to change.

17. The method of claim 16, further comprising allowing the associations between the entities and the cells to change based on the user's actions.

18. The method of claim 12, further comprising displaying an overlay for the entity associated with the cell to which the user navigates.

19. The method of claim 18, wherein the overlay displays operator-specified promotional content.

20. The method of claim 12, further comprising arranging a plurality of the multiple cells into a grid.

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21. The method of claim 12, wherein the entity is selected from a group consisting of a television channel, a program guide, a program guide service provider, a program guide operator, a program guide programmer, a television service provider, a company, a product, a service, a digital music programmer, a radio station, a web-site, a customer, and any combination thereof.

22. The method of claim 12, wherein the content other than the brand mark is selected from a group consisting of scaled video, the currently broadcast video of a television channel, a graphic, text, a web page, and any combination thereof.

23. The method of claim 22, wherein the currently broadcast video of a television channel is the currently broadcast video of the television channel associated with the cell to which the user navigates.

24. The method of claim 12, further comprising performing an action related to the entity when the user selects the related cell.

25. The method of claim 24, wherein the action is selected from a group consisting of displaying a television channel, displaying a walled-garden, displaying a web page, displaying a menu, displaying a customer service feature, displaying information, displaying options, displaying an overlay, and any combination thereof.

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26. A method for using an interactive television application for allowing a user to navigate among content displayed on a display comprising:

partitioning the display into multiple cells;

associating the multiple cells with entities on a one-to-one basis;

displaying at least one brand mark in the cells, wherein the brand mark displayed in a particular cell is related to the entity with which the particular cell is associated;

allowing a user to navigate among the cells;

allowing the user to select a cell to which the user has navigated; and  
performing an action when the user selects a cell.

27. The method of claim 26, wherein the brand mark is selected from a group consisting of a brand mark for a television channel, a brand mark for a program guide, a brand mark for a program guide service provider, a brand mark for a program guide operator, a brand mark for a program guide programmer, a brand mark for a television service provider, a brand mark for a company, a brand mark for a product, a brand mark for a service, a brand mark for a digital music programmer, a brand mark for a radio station, a brand mark for a web-site, a brand mark for a customer, and any combination thereof.

28. The method of claim 26, wherein the action is selected from a group consisting of displaying a television channel, displaying a walled-

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garden, displaying a web page, displaying a menu, displaying a customer service feature, displaying information, displaying options, displaying an overlay, and any combination thereof.

29. The method of claim 28, wherein the overlay displays operator-specified promotional content.

30. A system for using an interactive television application for allowing a user to navigate among content displayed on a display, the system comprising user television equipment configured to:  
partition the display into multiple cells;

associate the multiple cells of the display with entities;  
group the cells into groups based on the cells' associated entities; and  
allow the user to navigate between the groups on the display.

31. The system of claim 30, wherein the user television equipment is further configured to:  
display a highlight that surrounds one of the groups; and  
move the highlight from the group that is surrounded by the highlight to one of the other groups.

32. The system of claim 30, wherein the user television equipment is further configured to:

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display at least one group highlight wherein the group highlights surround at least one of the groups;

display a navigation highlight wherein the navigation highlight is different in appearance from any of the group highlights, and wherein the navigation highlight surrounds one of the groups to indicate that the user has navigated to the group the navigation highlight surrounds.

33. The system of claim 30, wherein the user television equipment is further configured to arrange clusters of cells in groups.

34. The system of claim 33, wherein the cluster of cells is arranged in a grid.

35. The system of claim 30, wherein the user television equipment is further configured to:

display at least one brand mark in at least one of the cells wherein the brand mark displayed in a particular cell is related to the entity with which the particular cell is associated; and

allow the user to navigate among the cells.

36. The system of claim 35, wherein the user television equipment is further configured to:

display a highlight that surrounds one of the cells; and

allow the user to move the highlight from the cell that is surrounded by the highlight to one of the other cells in the group with which the cell that is surrounded by the highlight is grouped.

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37. The system of claim 35, wherein the user television equipment is further configured to display content in the particular cell other than the brand mark when the user navigates to the particular cell.

38. The system of claim 30, wherein the user television equipment is further configured to display an indicator that indicates the existence of at least one entity not associated with any of the cells.

39. The system of claim 30, wherein the user television equipment is further configured to allow the associations between the entities and the cells can change.

40. The system of claim 39, wherein the user television equipment is further configured to allow the associations between the entities and the cells to change based on the user's actions.

41. The system of claim 30 wherein the user television equipment is further configured to:  
receive brand mark information from a remote source;  
store the brand mark information; and  
access the brand mark information locally.

42. The system of claim 41, wherein the remote source is chosen from a group consisting of a television distribution facility, a main facility, and any combination thereof.

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43. A system for using an interactive television application for allowing a user to navigate among content displayed on a display, the system comprising user television equipment configured to:

- partition a display into multiple cells;
- associate the multiple cells of the display with entities;
- allow a user to navigate among the cells;

- display at least one brand mark in the cells, wherein the brand mark displayed in a particular cell is related to the entity with which the particular cell is associated; and
- display content other than the brand mark in a cell to which the user navigates.

44. The system of claim 43, wherein the user television equipment is further configured to display a highlight on the display wherein the highlight surrounds one of the cells, and move the highlight to the cell to which the user navigates.

45. The system of claim 43, wherein the user television equipment is further configured to display a highlight wherein the appearance of the highlight depends on the entity with which the cell the highlight surrounds is associated.

46. The system of claim 43, wherein the user television equipment is further configured to display an indicator that indicates the existence of at least one entity not associated with any other cells.

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47. The system of claim 43, wherein the user television equipment is further configured to change the association between the entities and the cells.

48. The system of claim 47, wherein the user television equipment is further configured to change the associations between the entities and the cells based on the user's actions.

49. The system of claim 43, wherein the user television equipment is further configured to display an overlay for the entity associated with the cell to which the user navigates.

50. The system of claim 49, wherein the overlay displays operator-specified promotional content.

51. The system of claim 43, wherein the user television equipment is further configured to arrange a plurality of the multiple cells into a grid.

52. The system of claim 43, wherein the entity is a program guide provider.

53. The system of claim 43, wherein the entity is selected from a group consisting of a television channel, a program guide, a program guide service provider, a program guide operator, a program guide programmer, a television service provider, a company, a product, a service, a digital music programmer, a radio station, a web-site, a customer, and any combination thereof.

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54. The system of claim 43, wherein the content other than the brand mark is selected from a group consisting of scaled video, the currently broadcast video of a television channel, a graphic, text, a web-page, and any combination thereof.

55. The system of claim 54, wherein the currently broadcast video of a television channel is the currently broadcast video of the television channel associated with the cell to which the user navigates.

56. The system of claim 43, wherein the user television equipment is further configured to perform an action related to the entity when the user selects the related cell.

57. The system of claim 56, wherein the action is selected from a group consisting of displaying a television channel, displaying a walled-garden, displaying a web page, displaying a menu, displaying a customer service feature, displaying information, displaying options, displaying an overlay, and any combination thereof.

58. The system of claim 43, wherein the user television equipment is further configured to:

- receive brand mark information from a remote source;
- store the brand mark information; and
- access the brand mark information locally.

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59. The system of claim 58, wherein the remote source is chosen from a group consisting of a television distribution facility, a main facility, and any combination thereof.

60. A system for using an interactive television application for allowing a user to navigate among content displayed on a display, the system comprising user television equipment configured to:

partitioning the display into multiple cells;

associating the multiple cells with entities on a one-to-one basis;

displaying at least one brand mark in the cells, wherein the brand mark displayed in a particular cell is related to the entity with which the particular cell is associated;

allowing a user to navigate among the cells;

allowing the user to select a cell to which the user has navigated; and

performing an action when the user selects a cell.

61. The system of claim 60, wherein the brand mark is selected from a group consisting of a brand mark for a television channel, a brand mark for a program guide, a brand mark for a program guide service provider, a brand mark for a program guide operator, a brand mark for a program guide programmer, a brand mark for a television service provider, a brand mark for a company, a brand mark for a product, a brand mark for a service, a brand mark for a digital music programmer, a brand mark for a radio station, a brand mark for a web-

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site, a brand mark for a customer, and any combination thereof.

62. The system of claim 60, wherein the action is selected from a group consisting of displaying a television channel, displaying a walled-garden, displaying a web page, displaying a menu, displaying a customer service feature, displaying information, displaying options, displaying an overlay, and any combination thereof.

63. The system of claim 62, wherein the overlay displays operator-specified promotional content.

64. The system of claim 60, wherein the user television equipment is further configured to:

- receive brand mark information from a remote source;
- store the brand mark information; and
- access the brand mark information locally.

65. The system of claim 64, wherein the remote source is chosen from a group consisting of a television distribution facility, a main facility, and any combination thereof.

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